

WE DON'T BRAG ABOUT BASIC SHOPPING CART 101 FEATURES.
WE DON'T HAVE 10,000 CLIENTS USING OUR SOFTWARE.

‘BUT WE DO HAVE THE MOST SOPHISTICATED
SHOPPING CART SOFTWARE ON THE MARKET.’

- Igor Soshkin, CEO Shopping Cart Elite

Yes, we have the best Shopping Cart software than anyone on the market today, specifically for retailers and wholesalers, and I can debate this openly with any CEO, who dares to challenge me on this statement.

Why am I so confident that we have the best Shopping Cart software? Well, let me start off by explaining the purpose of a shopping cart, it is to create an eCommerce online store that can successfully convert visitors to customers and help the store owner manage their online business. The question that should be debated is “Should a Shopping Cart Software be rated by the amount of features it has or by how advanced those features are?” Features are considered basic until they can fully automate a task that would normally require physical execution. Certainly human supervision may be necessary for most tasks, but minimizing the time it takes to complete a task is the key in rating on how sophisticated a Shopping Cart is, and if it is the right one for your online business.

Every Shopping Cart provider offers a ton of features, but if you compare them next to each other, they are all pretty much the same. All Shopping Cart providers have similar features because a Shopping Cart needs to be able to perform basic functions that you would expect from Shopping Cart software, these basic features are usually referred to as “Shopping Cart 101 features”. If a company couldn't provide Shopping Cart 101 features in their shopping cart software, there would be no point in offering their software in the marketplace.

The majority of Shopping Cart providers' hype up their Shopping Cart 101 features, and make them sound incredible and unique. We (Shopping Cart Elite) didn't bother to list all the basic Shopping Cart 101 features on our website, instead we point out the features that the majority of Shopping Cart providers **DO NOT** offer.

Another point I want to make is that the majority of founders, architects and CEOs of Shopping Cart providers do not use their own Shopping Cart to run their personal eCommerce business. Most Shopping Carts are owned and operated by a corporate party, or by developers with no hands on business knowledge. As a result most shopping cart providers do not have the knowledge, understanding and will to make their basic features advanced enough to truly offer a valuable product to the online business owners who use their shopping cart software.

‘HOW SHOPPING CART ELITE STANDS OUT’

Shopping Cart Elite stands out because we review every basic feature in great detail and make them advanced enough to fully automate everyday physical tasks. In other words, we try to eliminate the physical labor from tasks and make them automated so your business can practically run on auto-pilot and allow you to have more time for proactive work. We build intelligent modules which eliminate redundant tasks, create reliable work flows and save thousands of hours in payroll expenses. Here is a list of features that no other Shopping Cart offers except for Shopping Cart Elite:

- **Competitor Spy** – We are the only Shopping Cart to offer Competitor Spy Tool, which automatically researches your competitors, and offers an option to adjust the product sale price automatically based on a specified rule set.
- **Data Mapper** – We are the only Shopping Cart to create intelligent Data Mapper module that can take your unorganized product data and map into Shopping Cart Elite automatically. Something that would normally take you 300 hours in physical labor, will take you 5-10 hours with our intelligent data mapper module.
- **SEO Tools** – We are the only Shopping Cart to offer a range of tools such as LSI keyword suggestion, keyword density optimizer, description optimizer, article marketing, automated link exchanges and search engine rank tracking.
- **Marketplace** - We are the only Shopping Cart to integrate Google Data API to automatically synchronize your products with Google Base, and we offer push technology to list your products on eBay and Amazon automatically.
- **Emails** - We are the only Shopping Cart to offer an Email Exchange Server that has the same features as Microsoft Exchange Server, except you don't have to pay the Microsoft fees. This feature allows us to offer our clients unlimited email accounts under their domain name that are also integrated with the email module of Shopping Cart Elite. Tasks such as email marketing, employee email monitoring, email feedback evaluation, newsletter groups, email reminders, email subscriptions are available with Shopping Cart Elite. Let me also mention that our automated Email Research Spider can search the internet for potential clients and build you an email list automatically.
- **CRM System** – Most Shopping Carts offer integration to third party CRM (customer relation management) or accounting software such as Peach Tree by Sage, QuickBooks, Stone edge, etc., Shopping Cart Elite already has a very sophisticated CRM and accounting software built in the software, there will be no need to sign up with any third party CRM or accounting software to operate your business successfully. Our CRM

integration will not only auto-pilot many tasks for you, but it will also give you the ability to have accurate book keeping for inventory, pay roll, etc.

- **Dynamic Front End Design** – Majority of web designers and Shopping Cart providers haven't got a clue what they are doing when it comes to website template functionality and graphic design. Shopping Cart Elite is the only company that proactively researches each website template that they create.
 - a) **Web Designers** in most cases web designers will simply follow the clients' instructions, ignoring the fact that client usually has no, or very little knowledge about graphic design, psychology and online human behavior. After all why would a web designer argue with the client about doing something differently, if a client doesn't pay for consulting & research on top of design?
 - b) **Shopping Cart Providers** try to compete by creating the widest variety of templates, the more templates they have, the more hype they can create by putting out statements such as “We have tens (or hundreds) of different templates to choose from”. They forget to mention that the templates they offer did not have any research done to them, they have not conducted any case studies on these templates to monitor visitor behavior, and the majority of the templates are just website templates that do not support any functionality from the back office.

Shopping Cart Providers care less about their low converting templates and more about the volume of templates that they can advertise, they choose quantity over quality.

WE ARE THE ONLY SHOPPING CART TO TAKE TIME AND CREATE ONE EFFECTIVE TEMPLATE AT A TIME. We monitor each template that we create, we study how the customer interacts on our websites, and we revise the template to improve visitor conversions accordingly. As a result all Shopping Cart Elite clients benefit from our work behind the scenes as they operate their online business.

Effectiveness and visitor conversion is what really counts and we are confident that we can provide both. Unless you try our software for yourself you will never know. We are also proud to say that our current template(s) will blow any Shopping Cart template out of the water based on the amount of visitors it can convert to customers. I will be open in conducting an A/B testing with any Shopping Cart provider who wants to counter claim this statement.

Many individuals think that a website template is the only thing they need to have in order to start a successful online business; however an online business requires a website template, graphic design, website functionality and back office.

In conclusion, I am confident that Shopping Cart Elite will outperform any other platform, because we are constantly updating the functionality and design, we are proactively studying the customer behavior on the websites, and we are constantly seeing improvements in visitor conversions. We are the only company to optimize our software and templates every month for every Shopping Cart Elite client.

Most of our competitors spent less than one year on research and approximately one year on development. Shopping Cart Elite has been in research phase since 2001, we started development of the software in 2006, and we have been working on the existing website template since 2007. In other words, by signing up with Shopping Cart Elite, you are not only getting superior technology when compared with our competitors, but you are also getting a website that would cost you several million dollars to develop.

Try us FREE for 30 days and see for yourself, I can assure you that you will not be disappointed with our Shopping Cart Platform.

Regards,

A handwritten signature in black ink, appearing to read 'Igor Soshkin', written in a cursive style.

Igor Soshkin

CEO
Shopping Cart Elite